

Message Text

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ACTION EUR-12

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E.O. 11652: NA

TAGS: BEXP, BU

SUBJECT: 1975 PLOVDIV FAIR: SPACE REQUIREMENTS

USIA FOR IEE:SHIRLEY, CIS:DAVIS; USDOC FOR BEWT:ABRAHAMSON;

STATE FOR EUR/EE:ANDREWS

REF: STATE 46260

1. DELIGHTED GEODESIC DOME WILL BE AVAILABLE. IT WOULD

ITSELF BE AN ATTRACTIVE PART OF U.S. EXHIBIT. HOWEVER, WE WISH
RAISE FOLLOWING POINTS:

B BEWT/USIA MEMORANDUM OF UNDERSTANDING NOTES 313 SQUARE
METERS NEEDED FOR COMMERCIAL EXHIBIT BOOTHS, LIBRARY/LOUNGE,
CHANGING ROOM AND OFFICES FOR BEWT PERSONNEL. IMPLICATION IS
THAT ALL REMAINING SPACE MAY BE USED FOR USIA CORE EXHIBIT.
HOWEVER, ADDITIONAL SPACE IS REQUIRED FOR:

A. OFFICES FOR PAVILION DIRECTOR, TWO EMBOFFS (P&C, ECON-COMM),
THREE BULGARIAN EMBASSY EMPLOYEES (P&C, B&F, ECON-COMM).

B. WORKSHOP FOR EQUIPMENT MAINTENANCE, ETC.

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C. SMALL KITCHEN FOR REPRESENTATIONAL PURPOSES.

D. STORAGE SPACE FOR RESERVE EXHIBIT MATERIALS, CRATES IN WHICH COMMERCIAL AND USIA DISPLAYS ARE SHIPPED, ETC. (ALTERNATIVELY, CRATES MAY BE STORED IN FAIRGROUNDS CUSTOMS WAREHOUSE FOR \$5.50 PER SQUARE METER OR IN OPEN FOR \$2.80 PER SQUARE METER.)

3. WE ESTIMATE ABOVE REQUIREMENTS WILL USE ROUGHLY 200 SQUARE METERS. SUBTRACTING THIS AND 313 SQUARE METERS FOR BEWT REQUIREMENTS FROM ROUGHLY 1,050 SQUARE METERS ENCLOSED UNDER 120-FOOT-DIAMETER DOME LEAVES ONLY 537 SQUARE METERS FOR USIA CORE EXHIBIT. WE CANNOT IMAGINE THIS TO BE ADEQUATE FOR IMAGINATIVE DISPLAY DESCRIBED IN ICS/XP SCENARIO OF FEB. 12.

4. MOREOVER, OFFICES AND LIBRARY/LOUNGE MUST BE CLOSED OFF FOR PRIVACY. CLOSED SPACES IN DOME DURING HEAT OF PLOVDIV IN SEPTEMBER WILL BE INTOLERABLE AND, CONSIDERING BOTH NOISE AND NEED FOR EXHAUST, WE DO NOT SEE HOW AIR-CONDITIONERS CAN OPERATE WITHIN DOME.

5. FINALLY, THERE MUST BE SPACE TO STORE DISMANTLED DOME AND PERHAPS OTHER MATERIALS FROM ONE FAIR TO NEXT. IN PAST FAIR AUTHORITIES HAVE PERMITTED US TO STORE DOME IN PAVILION 24 AT SPECIAL RATE OF \$1 PER SQUARE METER PER MONTH (STANDARD CHARGE FOR STORAGE IN COVERED SPACE IS 60 CENTS PER SQUARE METER PER DAY).

6. FOR ALL THESE REASONS WE STRONGLY RECOMMEND THAT PAVILION 24 CONTINUE TO BE RENTED. ITS RENTAL, BY THE WAY IS ONE THOUSAND DOLLARS LESS THAN IN REFTEL: 528 SQUARE METERS AT \$16.80 OR \$8,870.40 TOTAL. WE ARE GOING TO FAIR AUTHORITIES TO COMMIT DOME PAD AND ASSURE THERE IS ADEQUATE SPACE. AT SAME TIME WE WILL ASK FAIR MANAGEMENT FOR REDUCED RENTAL PRICE FOR BUILDING 24, BUT CANNOT PREDICT OUTCOME AT THIS TIME.

7. ADDITIONALLY WE URGE THAT GEORGE ASHWORTH, WHO WAS PAVILION DIRECTOR LAST YEAR, BE CONSULTED ON DOME AND BUILDING 24 USAGE. HERZ

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